

CLAIMS:

1. A polarizing mirror (1) for viewing purposes having a first plane (2) reflecting light of a first kind of polarization (20') to a viewing side, the mirror passing light of a second kind of polarization (20'') and being provided with a display device (5) at its non-viewing side, which display device during use provides light of the second kind of polarization, the mirror display device having at the non viewing side at least one of a group comprising a further polarizing mirror and color generating means (13, 30).
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2. A polarizing mirror as claimed in claim 1, having the further polarizing mirror between an electro-optical layer (6) of the display device and color generating means.
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3. A polarizing mirror as claimed in claim 2, the color generating means comprising a color filter (13).
4. A polarizing mirror as claimed in claim 2, the color generating means comprising a color sequential backlight (30).
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5. A polarizing mirror as claimed in claim 2, the color generating means comprising a backlight emitting narrow bands of light.
- 20 6. A polarizing mirror as claimed in claim 5, the emitting bands of light having a bandwidth of at most 20 nm.
7. A polarizing mirror as claimed in claim 1 or 2, the polarizing mirror at its viewing side having polarizing means (32,34) being switchable between two optical states.
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8. A polarizing mirror as claimed in claim 7 in which the switchable polarizing means at its viewing side comprises between two substrates a liquid crystal layer comprising a dye (34).

9. A polarizing mirror as claimed in claim 7 in which the switchable polarizing means at its viewing side comprises a $\frac{1}{2} \lambda$ retarder (32) and a polarizer (33).
10. A polarizing mirror as claimed in claim 1 or 2, the polarizing mirror between
5 the display device and the further polarizing mirror having polarizing means being switchable between two optical states.
11. A polarizing mirror as claimed in claim 10 in which the switchable polarizing means between the display device and the further polarizing mirror comprises between two
10 substrates a liquid crystal layer comprises a dye.